

ABSTRACT

A personalized content delivery system provides personalized content to e-commerce customers visiting client web pages. A content management server, a data aggregation server, a personalization/segmentation database and a content management interface server interconnect via a data network or the Internet/WWW. Client web pages reside upon client web servers and upon third party web servers and contain personalized content delivery code (PCDC), which is executed when a customer computer receives the web page. Upon execution of the PCDC, the customer computer sends a query across the Internet to the content management server, the query identifying the client and the customer computer identity and may include a secondary client identifier. In response to the query, the content management server identifies personalized content corresponding to the client and to the customer computer identity. The personalized content is an image, an executable file, video content, audio content, streamed media, a banner ad or other content. The personalized content address and additional information is then returned to the customer computer, which then retrieves the personalized content for presentation to the e-commerce customer.